

South Hayward BART/Mission Boulevard Concept Plan

Land Use and Urban Form Assessment

February 25, 2005



Prepared for the City of Hayward

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I. Introduction

This report provides an overview of Community Design + Architecture's urban form and land use assessment for the South Hayward BART/Mission Boulevard study area. The report first identifies the total land area of current land uses within the City's existing zoning designations. In Section III, multiple properties under a single ownership are identified to give an indication of current parcel assembly patterns in the study area. The delineation of seven sub-areas in Section IV was completed earlier in the planning process, though originally intended to be part of this task. Within this report however, a qualitative description of the architecture/site character and the pedestrian environment is given followed by an identification of key opportunity sites within each sub-area. It is intended that the synthesis of the land use and urban form, transportation and market assessment will result in a selection of key opportunity sites. Section V outlines factors important to this selection. Finally, Section VI identifies the array of General Plan policies and strategies that will inform land use and urban design decisions throughout the planning process.

II. Current Land Use and Zoning Designations

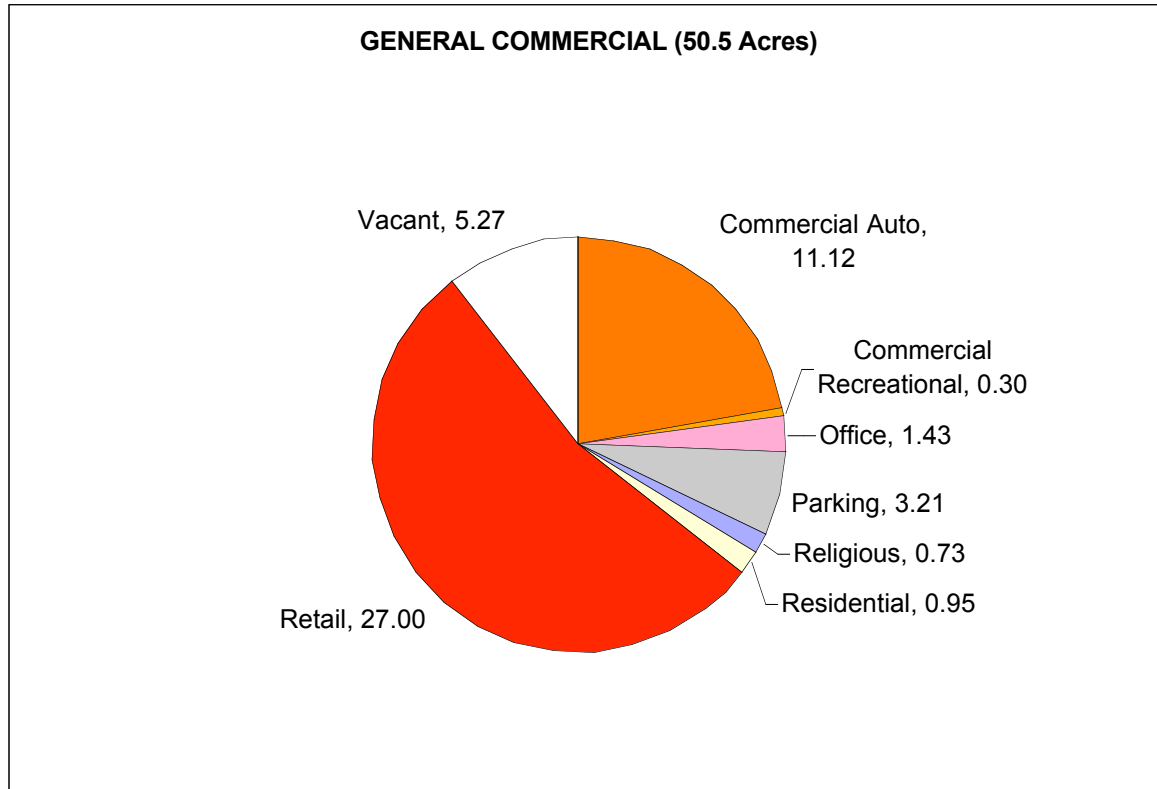
The following figures and tables are a break-down of Existing Land Uses under the Existing Zoning Map (*Figure 11*) for the South Hayward BART/Mission Boulevard Study Area. The existing land use is derived from the assessor's use codes and is fairly general in description (For example, all types of residential are a single use –*Residential*, All auto related uses are called *Auto Commercial*). The pie charts show the total acre share of the existing uses under each zoning category. *Table 1* indicates the total land in acres under each zoning designation.

EXISTING ZONING	ACRES
GENERAL COMMERCIAL	50.00
HIGH DENSITY RESIDENTIAL - MIN. LOT AREA PER D.U. - 1,250 SQ FT	47.05
NEIGHBORHOOD COMMERCIAL	41.57
MEDIUM DENSITY RESIDENTIAL - MIN. LOT AREA PER D.U. - 2,500 SQ FT	16.48
AGRICULTURE	9.99
SINGLE FAMILY RESIDENTIAL - MIN. LOT SIZE - 5,000 SQ FT	9.79
SINGLE FAMILY RESIDENTIAL - MIN. LOT SIZE - 10,000 SQ FT	9.13
PLANNED DEVELOPMENT	9.06
LIMITED ACCESS COMMERCIAL	3.83
COMMERCIAL OFFICE	0.18
R.O.W.	42.92
TOTAL	240.00

Table 1. Total land in acres per Zoning category

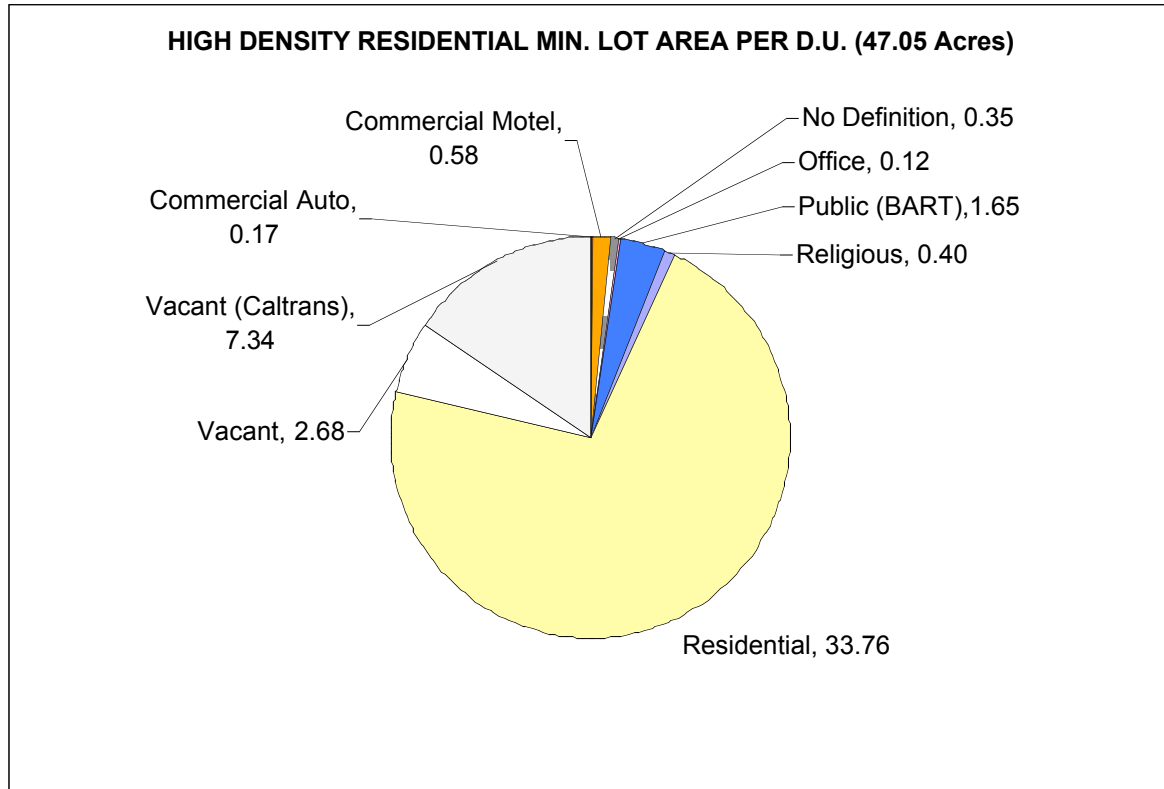
EXISTING GENERAL LAND USE	ACRES
Residential	54.11
Retail	42.50
Vacant (Caltrans)	22.72
Vacant	20.86
Commercial Auto	12.20
Public (BART)	11.45
Commercial Recreational	8.92
Institutional (Bowman School)	8.37
Warehouse	4.67
Parking	3.21
Office	2.81
Religious	2.17
Commercial Motel	1.79
Institutional	0.94
<i>No Definition</i>	0.35
<i>R.O.W.</i>	42.92
TOTAL	240.00

Table 2. Total land in acres per General Land Use category



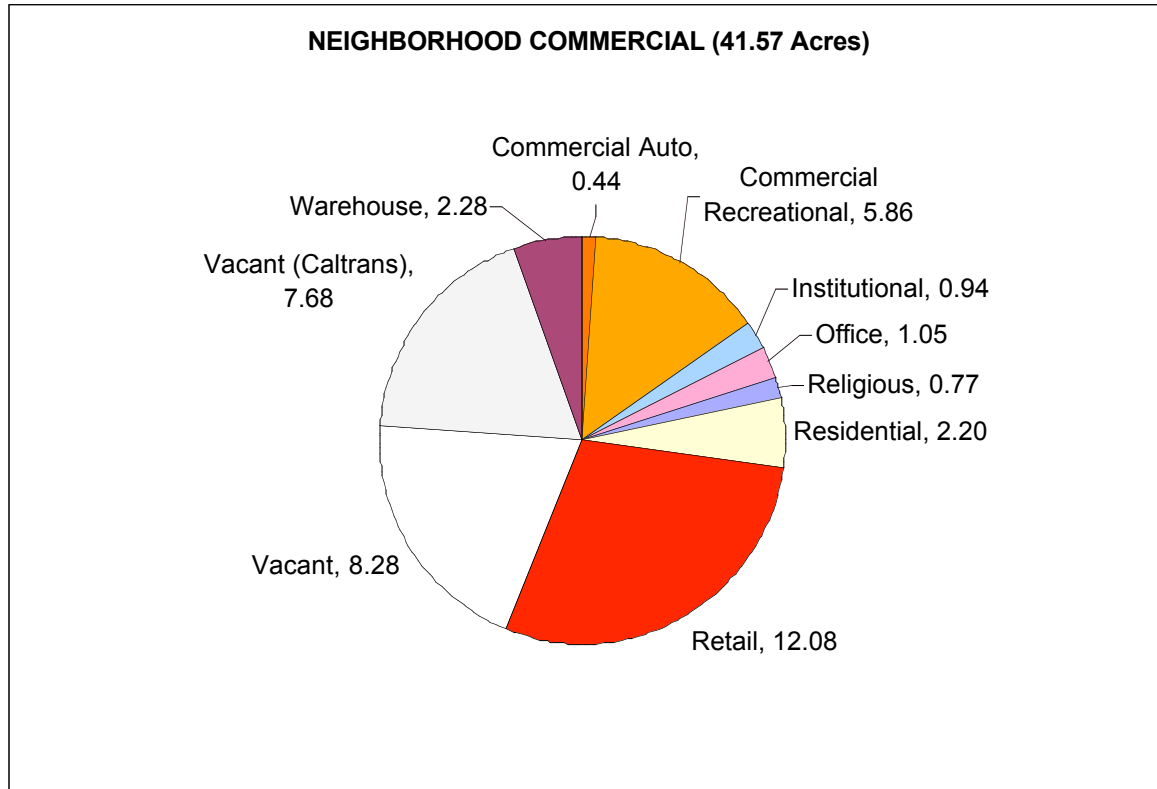
General Use	Acres	Number of Parcels
Commercial Auto	11.12	13
Commercial Recreational	0.30	1
Office	1.43	4
Parking	3.21	8
Religious	0.73	2
Residential	0.95	7
Retail	27.00	31
Vacant	5.27	19

Figure 1 & Table 3. General Commercial (CG) Zoning existing use distribution



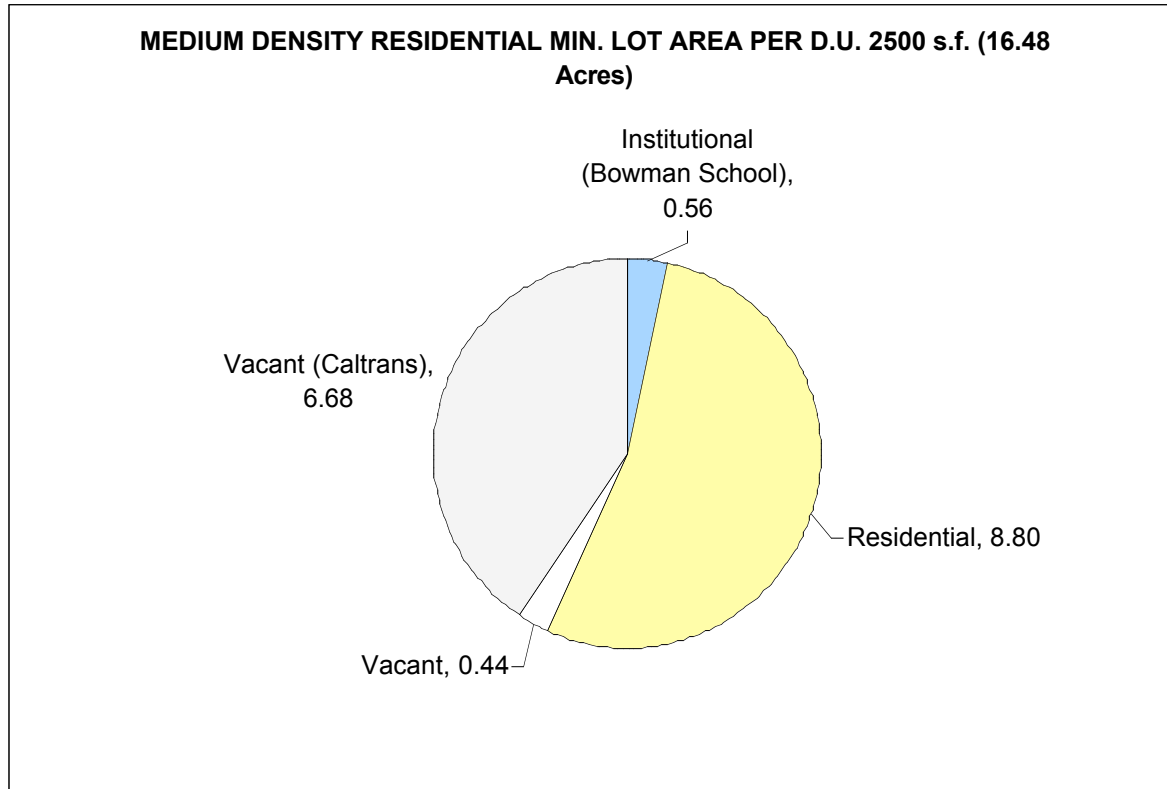
General Use	Acres	Number of Parcels
Commercial Auto	0.17	1
Commercial Motel	0.58	1
<i>No Definition</i>	0.35	3
Office	0.12	1
Public (BART)	1.65	4
Religious	0.40	1
Residential	33.76	117
Vacant	2.68	7
Vacant (Caltrans)	7.34	4

Figure 2 & Table 4. High Density Residential – Min. Lot Area per Dwelling Unit 1,250 (RH) Zoning existing use distribution



General Use	Acres	Number of Parcels
Commercial Auto	0.44	1
Commercial Recreational	5.86	3
Institutional	0.94	2
Office	1.05	3
Religious	0.77	1
Residential	2.20	6
Retail	12.08	10
Vacant	8.28	13
Vacant (Caltrans)	7.68	14
Warehouse	2.28	1

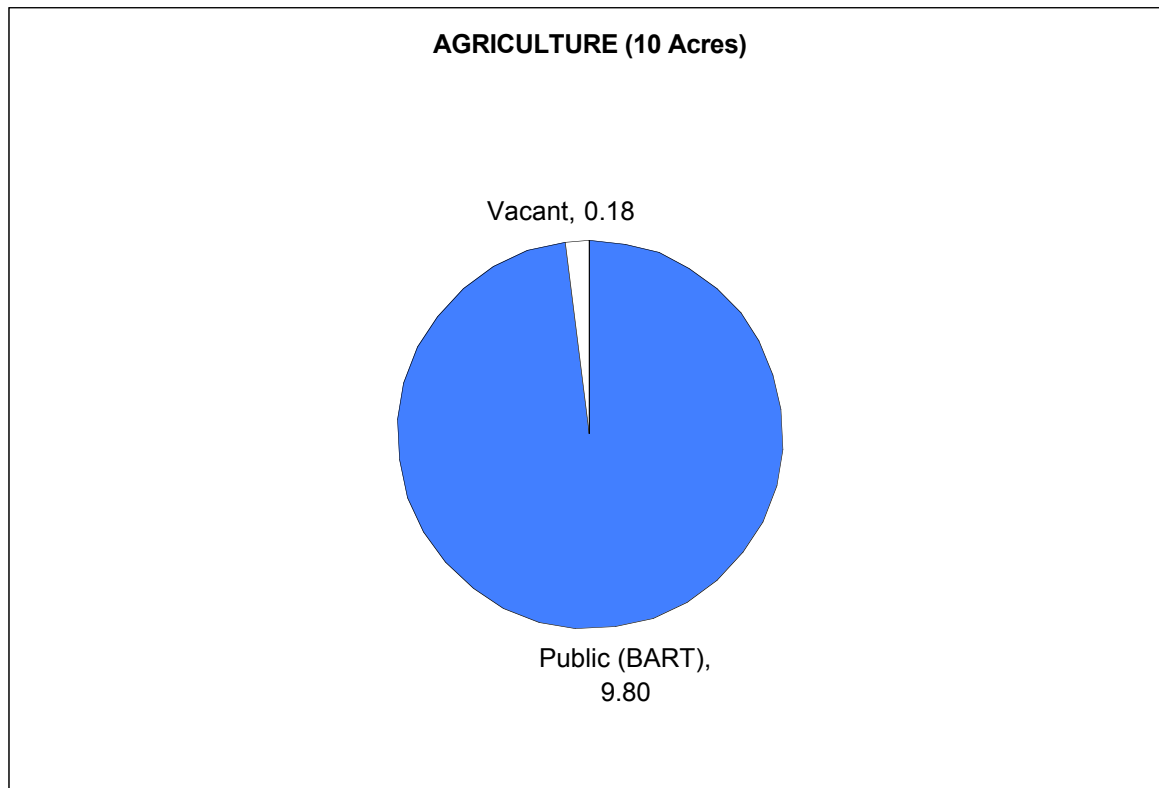
Figure 3 & Table 5. Neighborhood Commercial (CN) Zoning existing use distribution



General Use	Acres	Number of Parcels
Institutional (Bowman School)	0.56	1
Residential	8.80	20
Vacant	0.44	1
Vacant (Caltrans)	6.68	5

Note: The Bowman Elementary School was classified as Vacant Commercial under the Assessor's code but is displayed as Institutional in the chart

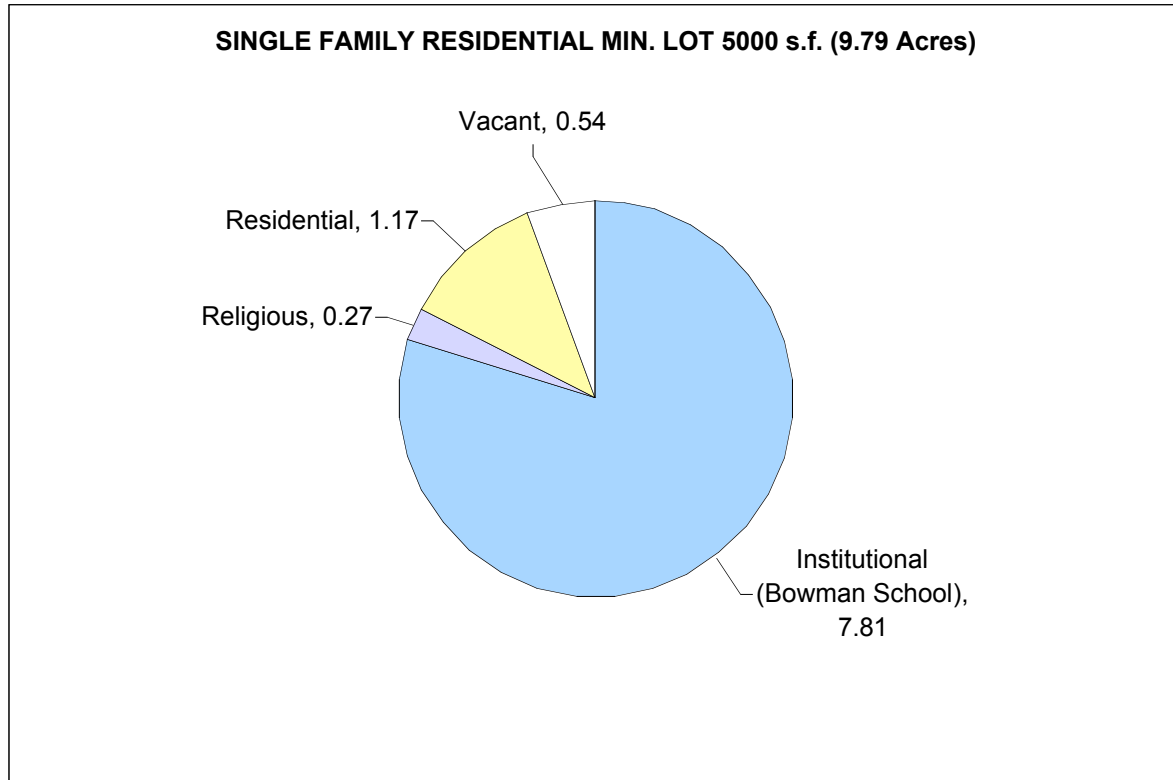
Figure 4 & Table 6. Medium Density Residential – Min. Lot Area per Dwelling Unit 2,500 (RM) Zoning existing use distribution



General Use	Acres	Number of Parcels
Public (BART)	9.80	1
Vacant	0.18	1

Note: The BART station is classified as Vacant Commercial under the assessor's data.

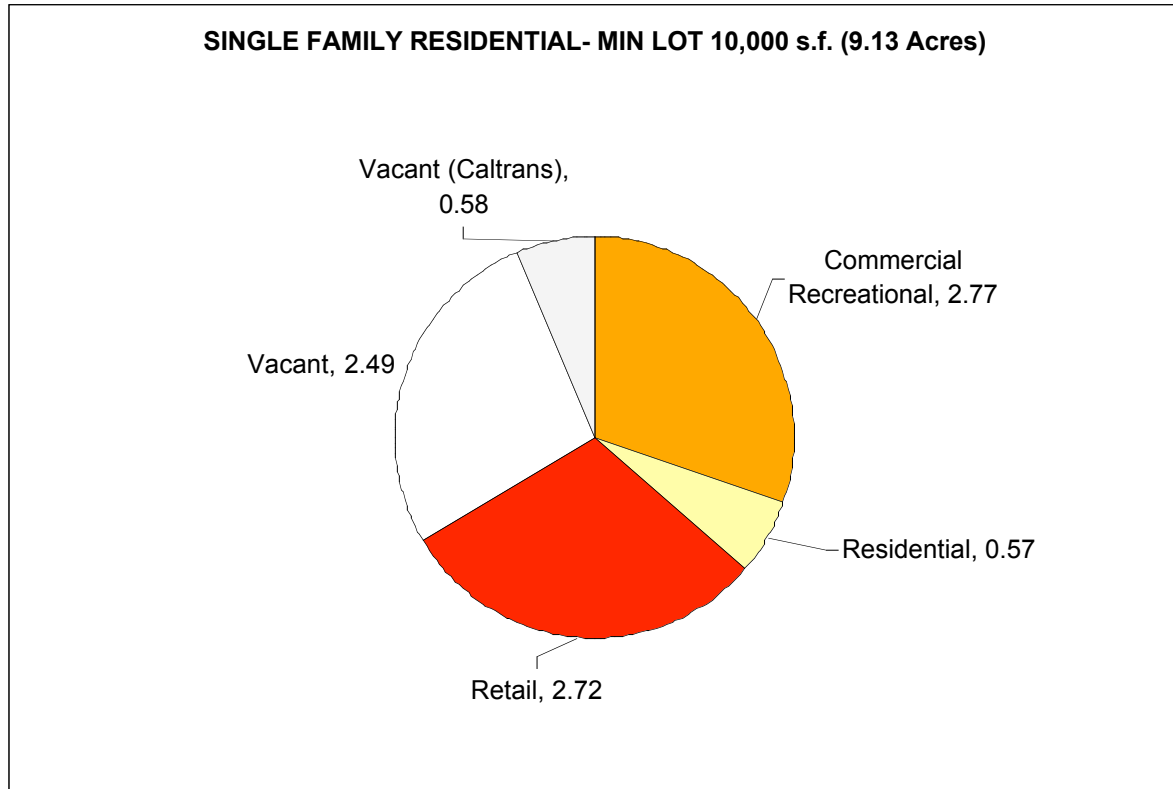
Figure 5 & Table 7. Agriculture (A) Zoning existing use distribution



General Use	Acres	Number of Parcels
Institutional (Bowman School)	7.81	1
Religious	0.27	2
Residential	1.17	9
Vacant	0.54	5

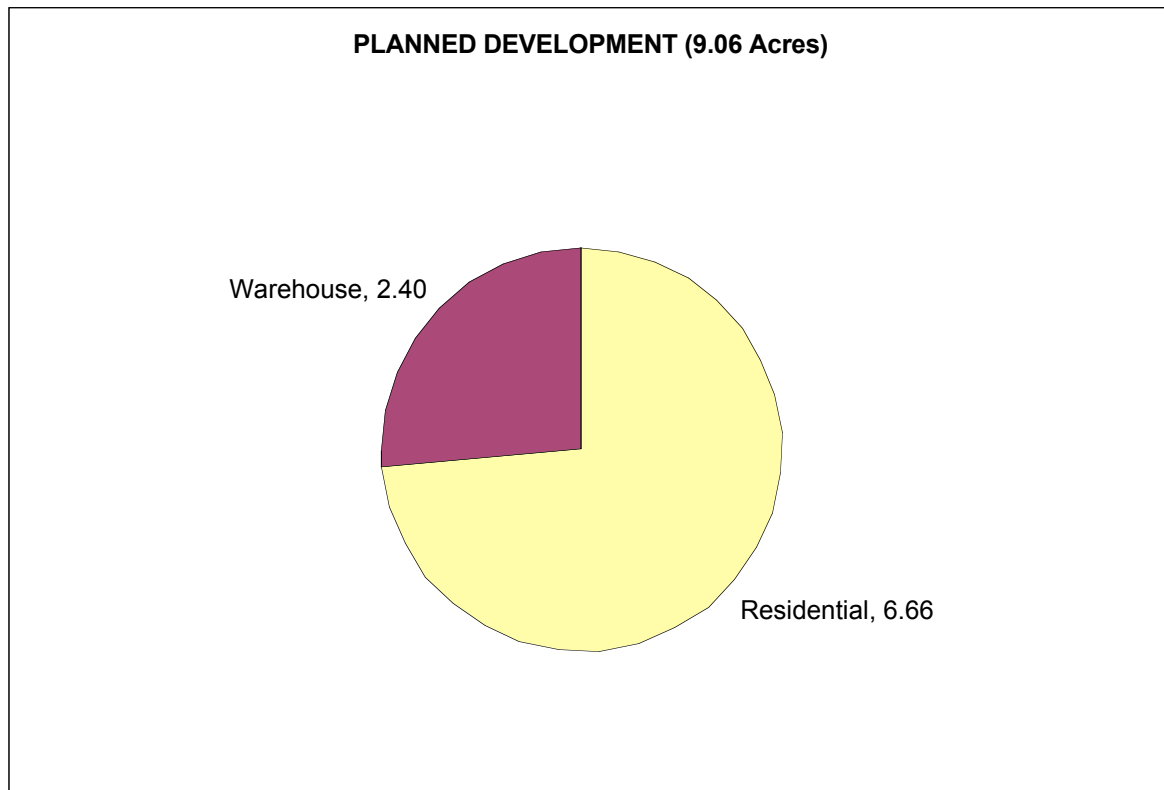
Note: The Bowman Elementary School was classified as Vacant Commercial under the Assessor's code but is displayed as Institutional in the chart

Figure 6 & Table 8. Single Family Residential – Min. Lot size 5,000 (RS) Zoning existing use distribution



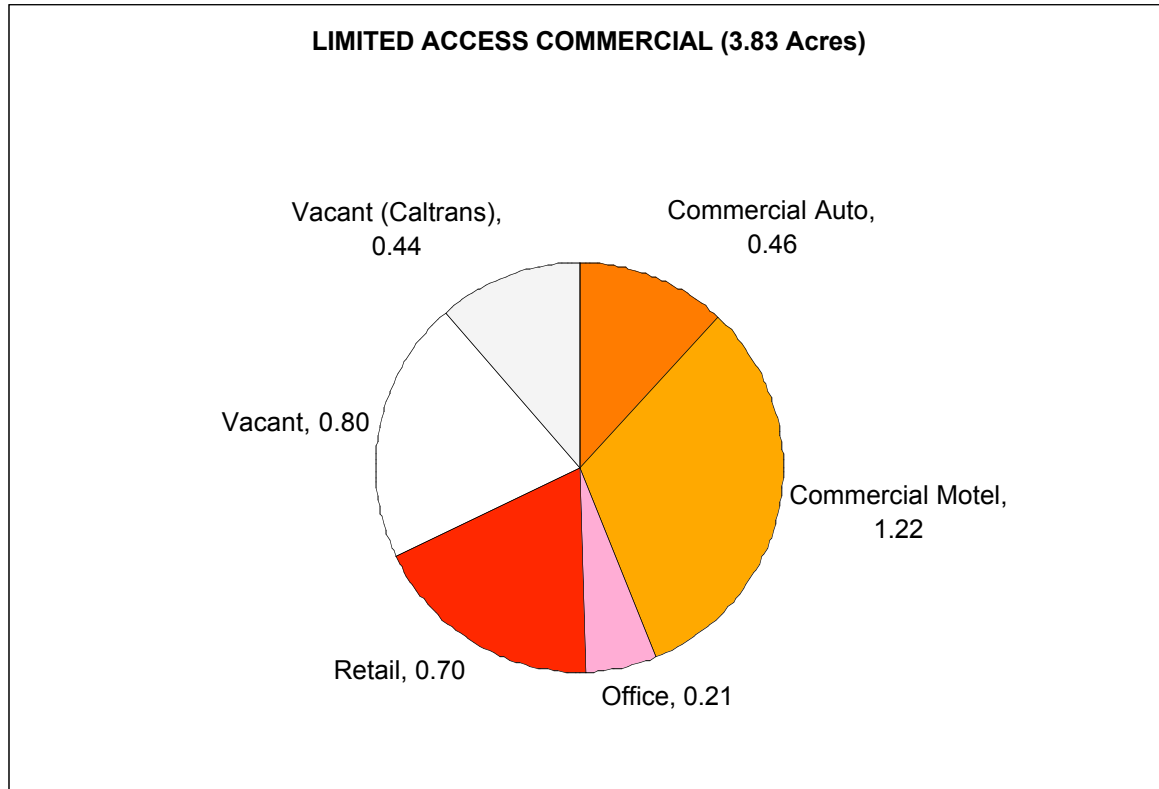
General Use	Acres	Number of Parcels
Commercial Recreational	2.77	1
Residential	0.57	4
Retail	2.72	1
Vacant	2.49	3
Vacant (Caltrans)	0.58	1

Figure 7 & Table 9. Single Family Residential – Min. Lot size 10,000 (RSB10) Zoning existing use distribution



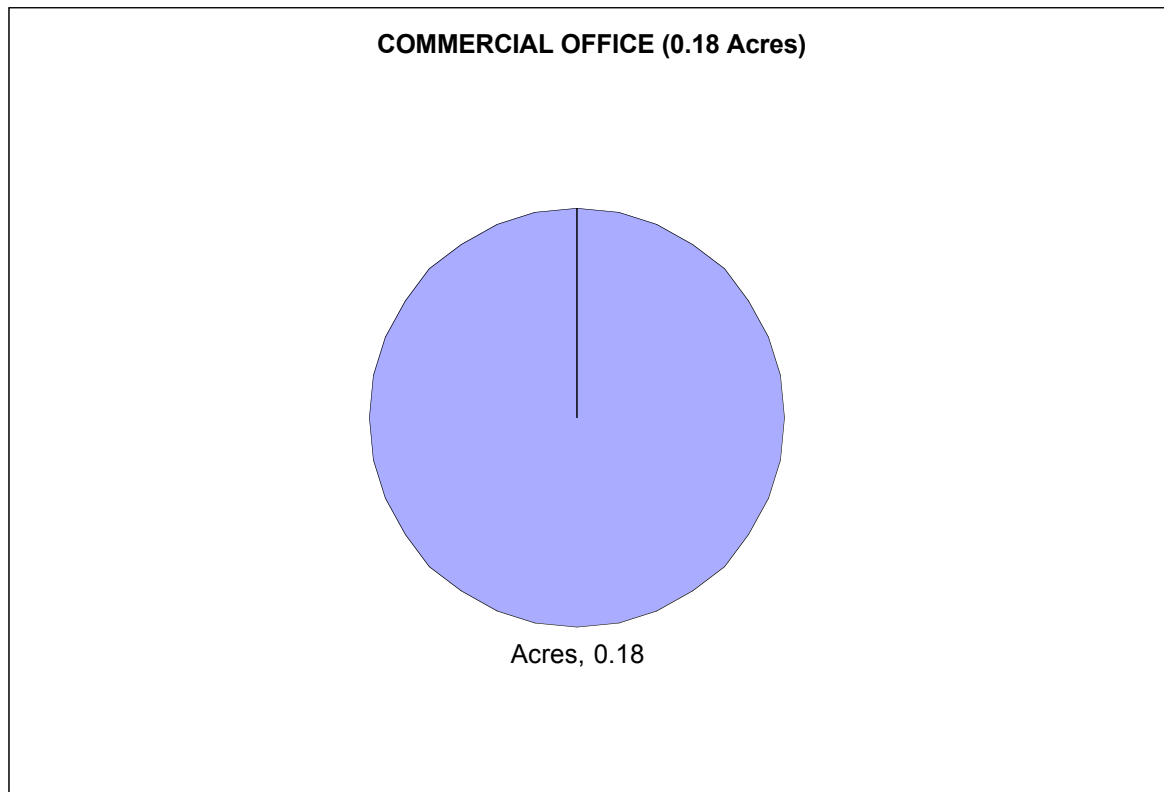
General Use	Acres	Number of Parcels
Residential	6.66	2
Warehouse	2.40	2

Figure 8 & Table 10. *Planned Development (PD) Zoning existing use distribution*



General Use	Acres	Number of Parcels
Commercial Auto	0.46	1
Commercial Motel	1.22	1
Office	0.21	1
Retail	0.70	1
Vacant	0.80	1
Vacant (Caltrans)	0.44	1

Figure 9 & Table 11. Limited Access Commercial (CL) Zoning existing use distribution



General Use	Acres	Number of Parcels
Vacant	0.18	1

Figure 10 & Table 12. Commercial Office (CO) Zoning existing use distribution

III. Ownership Patterns

There are 32 individuals and companies that own more than one parcel in the study area. Most of the properties under single owners are adjacent to each other indicating an effort to assimilate the smaller parcels to provide for a larger development opportunity. The list of owners (and the number of parcels and acreage they own) is illustrated in *Table 13* that accompanies the attached map (*Figure 12*) that shows the location of the parcels:

S.No.	Owner	Number of Parcels	Total Acres
1	ART MONUMENT CO CX	3	2.28
2	ALAMEDA COUNTY FLOOD CONTROL	5	2.06
3	CITY OF HAYWARD	5	1.82
4	HOLDINGS LLC MEM	2	2.70
5	CARL L & CARLA G FULLER	5	6.85
6	HAYWARD UNIFIED SCHOOL DISTRICT	2	8.37
7	YEAN T & LUCILLE G CHIN	2	0.70
8	CASATICO PROPERTIES LLC	4	1.80
9	JOHN & MARIA SANTOS	4	0.88
10	MARIA M & MAIA MANUEL LUCAS	3	0.34
11	RAYMUNDO F & MANUELA B REYES	2	0.15
12	WASSIM AZIZI	4	0.42
13	MOHAMMAD SHAIQ	3	1.90
14	3M PROPERTIES LLC	2	0.98
15	OMID K MEHDAVI	2	0.44
16	UNITED SMITH MEMORIAL CHRISTIAN METH EPISCOPAL CHR	3	0.54
17	RONALD F & ANNIE I MEINTS	2	1.78
18	HERLINDA HURTADO	2	0.30
19	AIMEE L WEST	13	1.37
20	AL & NINA ANTUNES	3	1.60
21	SANFRANCISCO BAY AREA RAPID TRANSIT DISTRICT	5	11.45
22	LARRY R & KAREN L DUKE	2	2.88
23	STATE OF CALIFORNIA (CALTRANS)	24	23.47
24	ALBERT R MARCOTTE	2	2.86
25	RENE J & MARGARET A MARCOTTE	2	2.28
26	ALI A ADIBNAZARI	2	1.27
27	EASTSIDE DEVELOPMENT CX LLC	2	1.45
28	AFGHAN REFUGEE ISLAMIC COMM OF THE BAY AREA CX	3	2.92
29	GENERAL LABORERS LOCAL NO	2	2.19
30	WILLIAM L GARFIELD	2	3.83
31	MACDONALD	5	4.48
32	STORAGE EQUITIES CX	2	2.40

Table 13. Multiple Owners List with total parcels owned and total acres

IV. Residential Density

The residential character in study area is mostly multi-family with some single family homes mostly off Dixon Street. The Residential Density Map (*Figure 13*) shows most of the residential in the study area is higher density (above 17 d.u./acre) while the single-family residential ranges between (4 to 8 d.u./acres).

V. Sub-Areas

The following is a qualitative assessment of the character of each sub-area and a brief summary of the opportunities present. A more detailed assessment of opportunity sites will be made during the assessment synthesis stage when economic and transportation conditions are considered.

Representative images of each sub-area are available in the January 19th PowerPoint presented at the Community Workshop #1.

Sub-Area #1 – Kmart Site

This sub-area includes the two parcels on the southwest corner of the Mission Boulevard/Harder Road intersection.

Architecture/Site Character

Two buildings are located within this sub-area: the Kmart building that is set back into the parcel with parking surrounding it and, the Payless Shoes store located on the southwest corner of the Mission Boulevard/Harder Road intersection. The Payless Store is a one-story building setback from Mission Boulevard approximately 35 feet with display windows facing on to the street. The setback accommodates parking access for the store and some landscaping next to the sidewalk. The Kmart building is set back approximately 200 feet with its main entrance facing Harder Road and a service area facing on to Mission Boulevard. The combined size of both parcels is approximately 11 acres.

Pedestrian Environment

The sidewalks on either side of Mission Boulevard are generally in good condition. Curb cuts are few as almost the entire street frontage is comprised of the Kmart parking on the west side. There are no direct pedestrian connections between the sidewalk and the two retail uses. Within the crosswalk at the Mission Boulevard/Harder Road intersection there is a pedestrian-activated signal located on the median, but with no pedestrian refuge island. Along the Mission Boulevard sidewalks, overhead utility poles, street lights and phone switch boxes are generally placed towards the middle of the sidewalks.

There are street trees planted on the east side of Mission Boulevard starting from 300 feet south of the intersection and spaced approximately 60 feet apart. The trees are small (12-16 ft) in height. On the west side the sidewalk is abutted by landscaping of the adjacent properties that have a few mature trees and shrubs that separate the sidewalk from the surface parking.

Opportunity Assessment

The size, visibility, and accessibility of the two parcels in this sub-area (primarily the Kmart) could accommodate more intensive uses - either residential, commercial or mixed - possibly structured on a finer-grain circulation pattern. Alternatively, the parcel may be suitable as a southern gateway to Auto Row.

Sub-Area #2 – North End Mission Boulevard

This sub-area includes all parcels from the Kmart site south to Jefferson Street.

Architecture/Site Character

Immediately adjacent to the Kmart, there is a McDonalds restaurant followed by two single-story cemetery monument stores that front the street. Further south, the Haymont Shopping Center (2.7 acres) defines most of the street frontage with the storefronts set behind a double-loaded angled parking lot and a thin strip of landscaping next to sidewalk. Additional surface parking for the retail uses are on the south side along with a small commercial building. Lot depths in this segment are approximately 160 feet deep.

A Walgreens is located on the southwest corner of the Mission Boulevard/Sorenson Road intersection surrounded by a double row of parking fronting each street. The building character remains similar to that of the Mission Plaza shopping center located on a 6.3 acre parcel to the south. A storage facility is located between the shopping center and BART tracks and is not visible from Mission Boulevard. The remainder of the block fronting Mission Boulevard has commercial/industrial one-story buildings (several appearing vacant) aligned perpendicular to the street with their parking behind chain link and wrought iron fences. Parcel depths vary from 200 feet to 420 feet deep. Behind these parcels is Bowman elementary school (8.4 acres) accessed only from Jefferson Street.

Both Sorenson Road and Jefferson Street are residential in character beyond the commercial parcels fronting Mission Boulevard. The residential neighborhoods are primarily single-family with the exception of three two-story apartment buildings along the south side of Sorenson Road.

Pedestrian Environment

The sidewalk along the west side of Mission Boulevard is fragmented and disintegrates in certain sections. There are frequent curb cuts and in some sections the sidewalks are covered with asphalt. The Sorenson Road and Jefferson Street intersections have wide curb radii with a single accessibility ramp for both directions. Each intersection also has a single signalized crosswalk across Mission Boulevard. The sidewalks on Sorenson Road and Jefferson Street connecting Mission Boulevard to the residences are narrow, and on Sorenson Road, essentially disappear due to the parcel-wide curb cuts for the auto-oriented retail at the corners. A pedestrian bridge crossing the BART tracks is located at the western end of Sorenson Road. To the south, an unattractive tunnel connects the school site with Dunbar Place west of the BART tracks.

The Walgreens has a marked pedestrian connection off Sorenson Street through its parking lot, and Colette Street effectively connects the single family homes to the north with Mission Plaza.

Opportunity Assessment

The existing architectural condition of the Haymont Shopping Center is not significant enough to preclude the site from redevelopment. The character of the adjacent monument store with its handsome portico may however begin to define an appropriate architectural character for the segment. Parcel depths are sufficient to accommodate a double row of parking behind new development that would directly front Mission Boulevard. Parking along the frontage is also possible by the use of a local access lane similar to the site's existing parking configuration, but with a more clearly defined public sidewalk. Access from Mission Boulevard to this segment is possible off Sorenson Road, but more problematic further north where it would likely be limited to right-in and right-out.

The parcels separating the school site from Mission Boulevard all appear suitable for redevelopment regardless of the fate of the school facility itself. The school's playfield, though probably not publicly accessible due to security concerns, could be a valuable visual amenity in this area.

Sub-Area #3 – Jefferson Street to Tennyson Road

This sub-area includes all parcels fronting Mission Boulevard (both sides) between Jefferson Street and Tennyson Road.

Architecture/Site Character

Along Mission Boulevard within this sub-area, the prevalent pattern of perpendicularly aligned sing-story, auto-oriented buildings continue. The buildings have varied setbacks with chain link fences and asphalt paving up to the sidewalk. The built character is fragmented with a mix of 'boxy' industrial-looking buildings with marginal retail uses, older residential and religious buildings dispersed in between parking lots, driveways and vacant lots. There are a profusion of overhead signs and billboards primarily advertising the auto services provided. The character is very much the same on the east side of Mission Boulevard, but with a significant interruption of the built form between Webster Street and Hancock Street due to three undeveloped parcels. Parcel depths and building configuration varies, and topography becomes more pronounced eastward from Mission Boulevard.

On the west side of Mission Boulevard, between Jefferson Street and Hancock Street parcel depth is 200 feet with few exceptions. Along this segment, parcels back on to residential uses that front East 12th Street. Between Hancock Street and Tennyson Road, however East 13th Street emerges due to the greater distance between East 12th Street and Mission Boulevard. Two blocks are therefore created, each being 200 feet wide with 100 foot-deep parcels fronting both East 13th Street and Mission Boulevard. A mix of parking lots, vacant lots and single-family homes in various states of repair front East 13th Street.

Pedestrian Environment

The pedestrian character remains similar to Sub-Area 2 with frequent curb cuts and utility poles in the sidewalk. The sidewalk on the east side is quite fragmented and completely absent between Webster and Hancock Streets. Within this entire 2600 foot segment crosswalks on Mission Boulevard occur only at the Jefferson Street, Hancock Street and Tennyson Road intersections. These crossings do

not have pedestrian-activated signals on the median as those at the Harder Road intersection. An informal pedestrian path (“desire line”) has been created along the eastern edge of Mission Boulevard in the vacant parcels between Webster Street and Hancock Street due to the absence of a sidewalk. The connecting sidewalks on the side streets are in poor condition, and in many places non-existent. There are no landscape elements along this segment (with the exception of a few trees in the vacant parcels), although the presence of the hills’ topography is notable.

Opportunity Assessment

Along the west side of Mission Boulevard access issues remain a concern for parcels between Jefferson Street and Hancock Street. A possibility may exist to introduce a local access road fronting the west side of Mission Boulevard (in a configuration similar to that described in Sub-Area 2) that services commercial strip uses within the segment, and provides parking. Between Hancock Street and Tennyson Road access to parcels is improved although parcels remain fairly shallow (100 feet). Preliminary ownership observations reveal however that several parcels are under one ownership thus improving parcel assembly possibilities. Parcels located on the east side of Mission Boulevard are perhaps less viable for commercial uses given that they are not located on the “homeward-bound” side of the prevailing traffic flow.

Sub-Area # 4 – BART Site and Vicinity

This sub-area includes the BART station, intermodal access facilities, BART parking lots, and all parcels fronting Mission Boulevard between Tennyson Road and Valle Vista Avenue.

Architecture/Site Character

On the east side of Mission Boulevard, one- and two-story buildings including some auto uses and a union meeting hall are isolated from each other with expanses of parking and minor landscaping between them. These buildings are setback up to 80 feet from the street, typically with surface parking in the front. On the southwest corner of Tennyson Road and Mission Boulevard, the 6.3 acre Barrington Hills apartment complex, built in 1987, is a two and three-story clustered development with internalized parking and a well-landscaped perimeter. This complex is adjacent to the 2.9-acre Perry & Key parcels, currently being optioned for new development. These parcels are abutted to the west and south by one of two BART parking areas and a long narrow 0.6 acre parcel owned by the State. The remainder of the study area along the west side of Mission Boulevard is characterized by smaller commercial uses, mixed residential development, and an older motel.

The South Hayward BART station was opened in 1972. It is architecturally of the New Modernist style, with a significant public plaza leading to the station entrance. The property occupies two sites, totaling approximately 11.45 acres. The primary station site of 9.8 acres is located west of Dixon Street, and a secondary parking lot of 1.65 acres is located on the east side of Dixon Street. Within the primary station site property west of Dixon Street, entry drives with pedestrian walkways lead to surface parking areas, totaling an area of approximately 7.8 acres. Also on this site are intermodal facilities including plaza and pick-up/drop-off zones, bicycle facilities and 9 bus bays total approximately 1.26 acres. The station building itself and track frontage total approximately 0.74 acres.

The total amount of commuter parking on the BART properties is 1,207 spaces. Access to the station is limited to Dixon Street due to grade changes along the Tennyson Road frontage. The BART Station itself is a one-sided station with an east-facing entrance. A central station agent's booth at the entrance is flanked by the faregates and other equipment. The concourse is unusual in that it is split-level, with several stairs leading down to meet the vertical circulation elements of stairs and escalators. Persons with disabilities must process their tickets at the faregates and proceed southward along an adjacent walkway to reach elevators leading to the platforms.

The site character at the southern end of the BART station sub-area along Dixon Street is residential with a series of apartment complexes surrounded by landscaped perimeter walls. This area leads to older two-story apartments aligned perpendicular to Dixon Street on narrow parcels, and a small enclave of single-story homes. This site character follows through to Valle Vista Avenue with the exception of the single-family homes along Copperfield Street and new townhouses at the intersection.

Pedestrian Environment

The sidewalk on Mission Boulevard has fragmented sections making continuous access difficult. Crosswalks are located at Tennyson Road and Buckwheat Court, but not at the Valle Vista Avenue intersection. The sidewalk along Valle Vista Avenue is also fragmented between Dixon Street and Mission Boulevard.

The sidewalks along Dixon Street itself are wide and well defined along the BART station property with mid-block crosswalks providing direct access to the station itself. Crosswalks with pedestrian-activated signals are provided at the Dixon Street/Tennyson Road intersection. There is clear evidence of worn pedestrian paths leading from Nuestro Parquecito to the south and damaged fencing within the landscaped areas along both sides of grade-separated Tennyson Road beneath the BART track overcrossing. This indicates that many pedestrians traveling to and from the BART station are coming to and from East 10th Street to the north and crossing Tennyson Road beneath the track to get to the station rather than the longer path leading to the signalized intersection at Dixon Street.

Opportunity Assessment

Potential exists to create a transit village of mixed-use development on BART property and many surrounding parcels in private ownership. Additional opportunities to link new development to Mission Boulevard is provided by the State-held property and possibly public right-of-way (Dixon Street). By reorganizing the existing intermodal facilities on BART property, the transit-oriented development will be optimized. In order to develop the BART property, surface parking will require building structured replacement parking. Through analysis of joint development arrangements on several adjacent sites to BART, the opportunity to create a shared parking facility warrants a more refined analysis of this sub-area.

The larger parcels on the east side of Mission Boulevard are appropriate for more intensive residential development. Future redevelopment plans for the quarry site will alter circulation at the Tennyson Road intersection that will improve access to the parcels.

Sub-Area #5 – Dixon Street

This sub-area includes all parcels along Dixon Street from Valle Vista Avenue to Industrial Parkway and along the south side of Valle Vista Avenue.

Architecture/Site Character

The block along Dixon Street between Valle Vista Avenue and Industrial Parkway consists mostly of two- and three- story apartments and condominiums with some single family homes at the southern end of the block. The character along the street is inconsistent, with a mix of old buildings with multiple additions and newer apartments setback at least twenty feet from the sidewalk. The apartments are a mix of podium-parked two- and three-story buildings aligned perpendicular to the street on lots up to 490 feet deep. At the intersection of Valle Vista Avenue and Dixon Street, there are new residential condominiums being built on the north side.

The vacant parcels in this sub-area are primarily State-owned (Caltrans). Parcels on the east side of Dixon total 5.8 acres. Parcels on the west side of Dixon Street (some behind the apartment buildings) total 6.7 acres.

Valle Vista Park on Valle Vista Avenue is the only neighborhood park in the study area and is on a one-acre parcel currently leased from the State.

Pedestrian Environment

The sidewalks along Dixon Street are in relatively good condition. Most of the landscaping on the different parcels has low fences of varied materials around them. The sidewalks along Industrial are also consistent with green buffers between the street and sidewalk in some places. There are crosswalks across Dixon Street at the intersections. There are sidewalks along Valle Vista Avenue between Dixon Street and Valle Vista Park. West of Dixon Street, the sidewalks on Valle Vista Avenue continue until the end of the cul-de-sac.

Opportunity Assessment

The State-owned property on either side of Dixon Street has prime development potential. The overall size would allow for an internal circulation system. The existing drainage canal on the Caltrans property could potentially be incorporated into some open space connection within the site – e.g a multi-purpose path along it that connects Mission Boulevard with Caltrans and Flood Control District properties along the BART tracks on the north side of Industrial Parkway.

Sub-Area #6 – South End Mission Boulevard

This sub-area includes all properties fronting Mission Boulevard between Valle Vista Avenue and Industrial Parkway.

Architecture/Site Character

The South End of Mission Boulevard is almost devoid of any building on the west side with a small retail use at the Valle Vista Ave intersection and the newer union building mid-segment. The state-owned property described in Sub-Area 5 extends into this sub-area and totals approximately 5 acres. On the east side the vacant roller rink is neighbored by various marginal single story buildings with significant vacant land between. Parcels in this location are 800 feet deep, and building setbacks vary greatly. To the south, the mosque provides a distinct contrast in character to the rest of the buildings though it too is setback with a large surface parking frontage. An auto-oriented retail plaza is on the northwest corner of the Mission Boulevard/Industrial Parkway intersection.

Pedestrian Environment

The fragmented character of the sidewalk continues along Mission Boulevard with the only crosswalk across Mission Boulevard being at Industrial Parkway. There are no sidewalks on Valle Vista Avenue between Mission Boulevard and Valle Vista Park, nor along the west side of Mission Boulevard where the vacant parcels front the street. Utility poles that characterize the entire Mission Boulevard corridor stop before the Industrial Parkway intersection that has had recent improvements to the sidewalks including new trees planted within the sidewalk. The intersection has a pedestrian-activated signal across Mission Boulevard on the north side with a mid-crosswalk button at the median, however no pedestrian refuge is provided.

Opportunity Assessment

As in Sub-Area 5, the State-owned property has prime development potential and it is reasonable to consider both sub-areas together. Commercial uses would likely be viable on the west side of Mission Boulevard by capturing the homeward-bound traffic. On the east side of Mission Boulevard, a new senior housing project is planned for the roller rink site. It is possible that this may be a catalyst for development of the adjacent sites as well.

Sub-Area #7 – Triangle Site

This sub-area is comprised primarily of the Holiday Bowl site, the adjacent multi-family apartments and parcels across Mission Boulevard north of Garin Avenue.

Architecture/Site Character

The southwest corner of Mission Boulevard is marked by the large “Holiday Bowl” sign in the business’s parking lot that fronts the street. The entire Holiday Bowl site is approximately 6.7 acres not including the corner parcel, site of a former gas station. The Holiday Bowl building is surrounded by parking, but a separate linear retail building fronts directly onto Industrial Parkway. At the western end of the triangle site there are two older apartment buildings aligned perpendicular to Industrial Parkway that appear to be in disrepair. The entire site abuts the Mission Hills of Hayward golf course development.

On the east side of Mission Boulevard the primary use within the sub-area is a storage facility adjacent to smaller commercial uses.

Pedestrian Environment

Recent improvements have been made to the Industrial Parkway intersection although a crosswalk is only provided on the north side of the intersection. Further south, a crosswalk is provided at the Garin Avenue intersection. Pedestrian access to buildings from a public sidewalk is missing with one exception on the east side where one building has a wheelchair ramp from the sidewalk to its entrance.

Opportunity Assessment

The entire Triangle Site Sub-Area has high visibility and accessibility to homeward-bound traffic. It's proximity to the Mission Hills of Hayward Golf Course is a visual amenity that could be captured.

VI. Opportunity Site Criteria

What is an Opportunity Site?

Informed selection of key opportunity sites is based upon a variety of factors, including ‘marketability.’ The marketability factors discussed below have been developed by Strategic Economics in conjunction with Community Design + Architecture for similar planning processes elsewhere. Identifying a site as an Opportunity Site does not mean that development will occur. The revitalization of the Study Area will occur mainly through market forces and the decisions of property owners, businesses, and private developers. However, by identifying the types of sites that could be redeveloped, the consultant team can formulate appropriate design guidelines and other policies to ensure that future development is consistent with the community’s overall vision for this area while at the same time realistic in terms of existing physical and economic constraints.

Marketability Factors

1. Parcel size and configuration

The smaller the parcel, the more difficult it is to accommodate a variety of uses and to balance the amount of space devoted to parking versus the amount of space devoted to the primary use, such as housing. Construction costs are also higher per unit for smaller projects.

2. Accessibility and visibility

Accessibility to a site can affect the types of uses that might want to locate there. Retail uses are especially sensitive to the ways in which shoppers can access their store from major streets, on foot, via automobile, and by transit. Visibility is also a key factor for retailers. Residential uses are less sensitive to visibility, but still need reasonable access.

3. Adjacent land uses

Compatibility: The existing land use pattern surrounding the site impacts internal site design in several ways. First, if new development is incompatible, or different from existing uses, the new development could be designed in an inward facing manner that screens or otherwise mitigates the impacts of the neighboring uses. On the other hand, if the new uses are compatible with the existing uses, there is more opportunity for a site plan that is more integrated and open to the existing uses.

Additionally, certain uses work synergistically to make a place more attractive than any single use. For example, small format ground floor retail with housing above or just adjacent provides services for residents and customers for stores. The housing also provides ‘eyes on the street’ for safety, while the retail uses encourage pedestrian activity.

Critical mass: The development of multiple sites in a particular area make it possible to create a critical mass of activity. Such a critical mass is necessary for new retail development to succeed.

Retail uses should be concentrated in focal nodes, rather than strung out along the street, to create a critical mass with sufficient gravitational attraction to bring in customers. A critical mass of retail space would be, at minimum, 30,000 square feet.

4. Street characteristics and transportation modes

Street width and the relationship of the two sides of the street, travel speed and its relationship to adjacent land uses, overall traffic volumes and the degree of reliance on automobiles are an important part of market support for land use. Streets with high traffic volumes and high travel speeds in lower-density areas with few pedestrian amenities are likely to support more auto-oriented uses which require more parking.

5. Property ownership

In the case of potential catalyst sites, property ownership impacts the potential timing of development and indicates where parcels could be easily consolidated.

VII. General Plan Compliance

This section identifies those policies and strategies within the City of Hayward's General Plan that will affect land use and urban design decisions within the Study Area.

Specific South Hayward BART/Mission Boulevard Policies and Strategies

Mission/Foothill Corridor

- 2.5. Promote transit-oriented development in the Mission/Foothill Corridor in order to help relieve regional congestion and create a distinctively attractive commercial boulevard.**
 - 2.5.1 Create a more transit-oriented environment by encouraging a balance of land uses, including a mix of commercial and residential uses.
 - 2.5.2 Seek to concentrate new car dealerships within Auto Row and buffer surrounding uses as appropriate.
 - 2.5.3 Encourage the location of university-oriented retail and entertainment uses within the community.
 - 2.5.4 Work to develop enhanced transit opportunities along Mission Boulevard that serve the two Hayward BART stations and California State University-Hayward.

South Hayward BART Station Area

- 2.6 Seek to integrate greater intensity of development and enhance the surrounding neighborhood within 1/2 mile of the South Hayward BART Station.**
 - 2.6.1 Develop a conceptual design plan for the South Hayward BART Station area to determine appropriate land use and infrastructure needs
 - 2.6.2 Create opportunities to integrate mixed-use development in the South Hayward BART Station vicinity to achieve a balance of land uses.
 - 2.6.3 Provide park and recreational facilities to support existing and planned residential development.

Smart Growth/Transit-Oriented Development Policies and Strategies

2.2 Support higher-intensity and well-designed quality development in areas within 1/2 mile of transit stations and 1/4 mile of major bus routes in order to encourage nonautomotive modes of travel.

- 2.2.1 Encourage mixed-use zoning that supports integrated commercial and residential uses, including live-work spaces, in activity centers and along major transit corridors.
- 2.2.2 Encourage high-density residential development along major arterials and near major activity or transit centers, and explore the establishment of minimum densities in these areas.
- 2.2.3 Consider shared parking arrangements for mixed-use developments within the Downtown area and along major arterials.
- 2.2.4 Encourage design that orients development to the transit station and facilitates the use of transit.

3.10 Encourage Land Use Patterns that Promote Transit Usage

- 3.10.1 Encourage transit-oriented development; where appropriate, encourage intensive new residential and commercial development within 1/2 mile of transit stations or 1/4 mile of major bus routes.
- 3.10.2 Encourage mixed-use residential and commercial development to reduce the need for multi-destinational trips.
- 3.10.3 Promote high density new residential development, including residential above commercial uses, near transit facilities, activity generators, and along major arterials.
- 3.10.4 Encourage alternatives to automobile transportation through development policies and provision of transit, bike and pedestrian amenities.
- 3.10.5 Continue to require large developments to provide bus turnouts and shelters, and convenient pedestrian access to transit stops.
- 3.10.6 Encourage design of development that facilitates the use of transit.

7.11 Maintain improved air quality by creating efficient relationships between transportation and land use.

- 7.11.1 Guide development into patterns that reduce dependency on automobile usage.
- 7.11.2 Require pedestrian-, bicycle-, and transit-oriented features in new development projects.
- 7.11.3 Encourage compact development featuring a mix of uses that locates residences near jobs and services.

- 7.11.4 Facilitate the development of higher-density housing and employment centers near existing and proposed transit stations and along major transit corridors.

8.5 Hayward will promote energy conservation.

- 8.5.1 Promote development patterns that are integrated with existing transit systems and encourage transit, bike and pedestrian circulation.
- 8.5.2 Encourage mix of shopping, employment and residential use in areas that are to be more intensely developed.

General Development Principles Policies and Strategies

2.1 Employ sound planning principles to promote a balance of land uses and achieve a vibrant urban development pattern that enhances the character of the city.

- 2.1.4 Promote mixed-use development where appropriate to ensure a pedestrian-friendly environment that has opportunities such as housing, jobs, child care, shopping, entertainment, parks and recreation in close proximity.

2.8 Promote infill development that is compatible with the overall character of the surrounding neighborhood.

- 2.8.1 Encourage visual integration of projects of differing types or densities through the use of building setbacks, landscaped buffers, or other design features.
- 2.8.2 Consider modifications to design guidelines and regulations that provide for flexibility in the review of residential additions while maintaining the integrity of the neighborhood.
- 2.8.3 Ensure that design guidelines reflect concerns about the preservation of viewsheds.
- 2.8.4 Promote walkable neighborhoods by encouraging neighborhood-serving commercial activities within residential areas.
- 2.8.5 Encourage development that is designed to provide direct pedestrian connections between housing and supporting activities.

4.1 Utilize an economic strategy that balances the need for development with other City goals and objectives.

- 4.1.1 Preserve and enhance Hayward's assets and character, which make it attractive as a residential community and as an economic investment.
- 4.1.2 Undertake adaptive reuse of older commercial structures and create complementary and compatible new development of high quality.
- 4.1.3 Approve development opportunities that result in minimal adverse impacts to the City's environment.

4.4 Continue to enhance the City's image in order to improve the business climate.

4.4.8 Place emphasis on major arterials, gateways to the City, the Downtown and the Industrial Area, in landscaping maintenance and improvements, street cleaning, graffiti removal, and enforcement of community preservation, building codes, zoning and sign ordinances.

7.3 Protect existing watercourses and enhance water quality in surface water and groundwater sources.

7.3.2 Explore opening (or daylighting) water channels in selected areas to increase visibility to the public, enhance the aesthetics of the creekside environment, and provide for limited public access as appropriate.

7.3.3 Concentrate development in those areas least susceptible to erosion, and minimize grading and the introduction of impervious ground surfaces; where appropriate, consider including retention basins onsite.

7.4 Protect and enhance vegetative and wildlife habitat throughout the Hayward area.

7.4.6 Utilize drought-tolerant plant materials in city landscaping.

7.4.7 Encourage the planting of native vegetation to preserve the visual character of the area and reduce the need for toxic sprays and groundwater supplements.

7.4.8 Preserve mature vegetation where possible to provide shade, break unwanted wind, and enhance the appearance of development.

General Housing Policies and Strategies

5.1 Encourage the provision of an adequate supply of housing units in a variety of housing types which accommodate the diverse housing needs of those who live or wish to live in the city.

5.1.1 Maintain an adequate supply of land designated and zoned for residential use at appropriate densities to meet housing needs, consistent with the objective of maintaining a balance of land uses.

5.1.2 Promote development of infill housing units within existing residential neighborhoods in a variety of housing types.

5.1.3 Encourage high-density residential development along major arterials and near major activity or transit centers.

5.1.5 Encourage developers to create housing units that accommodate varied household sizes and income levels.

5.2 Ensure the safety and habitability of the City's housing units and the quality of its residential areas.

- 5.2.1 Maintain and upgrade residential areas through abatement of nuisances and provision of needed public improvements.
- 5.2.3 Maintain a supply of various types of rental housing for those who do not have the desire or the resources to purchase homes.
- 5.4 Ensure that the City's housing stock contains an adequate number of decent and affordable units for households of all income levels.**
- 5.4.4 Review any proposed disposition of surplus public land within the City limits to determine its suitability as a site for low-income housing.
- 5.4.5 Use Redevelopment Agency resources to generate affordable housing within the Redevelopment Project Area and throughout the City, consistent with State law.
- 5.4.6 Work with the for-profit and nonprofit development community to create affordable housing.

Underutilized/Vacant Parcels Policies and Strategies

- 4.2 Create a sound local economy that attracts investment, increases the tax base, creates employment opportunities for residents and generates public revenues.**
- 4.2.1 Revitalize declining commercial and industrial areas and obsolete facilities through rezoning, redevelopment, rehabilitation and other available means.

General Transportation/Circulation Policies and Strategies

- 3.5 Improve Coordination among Public Agencies and Transit Providers**
- 3.5.1 Consider the needs of transit riders, pedestrians, people in wheelchairs, cyclists, and others in long-range planning and the review of development proposals.
- 3.5.5 Promote effective intermodal connections at transit stations.
- 3.7 Address Special Needs of Transit Users
- 3.7.5 Give priority for sidewalk and other pedestrian improvements for pathways to key transit stops.
- 3.9 Provide the opportunity for safe, convenient and pleasant bicycle travel throughout all areas of Hayward.**
- 3.9.1 Implement system of bikeways throughout the City (per the Bicycle Master Plan) tying residential areas to commercial areas and to recreational open space along the shoreline and in the hills.

3.9.2 Provide the related facilities and services necessary to allow bicycle travel to assume a significant role as a local alternative mode of transportation and recreation.

3.9.3 Encourage the use of bicycles as a pleasant means of travel and recreation embodying physical, environmental and social benefits.

7.12 Support implementation of Transportation Control Measures adopted by the Bay Area Air Quality Management District.

7.12.5 Incorporate subdivision, zoning and site design measures that reduce the number and length of single-occupant automobile trips.

7.12.7 Emphasize pedestrian travel through establishment of pedestrian-friendly design standards and inclusion of pedestrian improvements in capital improvement programs

7.12.8 Consider traffic calming strategies in capital improvement programs.

Streetscape Improvements Policies and Strategies

3.3 Minimize Adverse Impacts of Regional Traffic on Existing Neighborhoods

3.3.3 Evaluate circulation patterns and develop appropriate traffic-calming measures to discourage through traffic in neighborhoods.

3.8 Create Improved and Safer Circulation Facilities for Pedestrians.

3.8.1 Complete planned sidewalk system and maintain and repair sidewalks to ensure pedestrian safety.

3.8.2 Increase consideration of pedestrian needs including appropriate improvements to crosswalks, signal timing, signage, and curb ramps.

3.8.3 Enhance pedestrian linkages from neighborhoods to recreational facilities and open spaces with pedestrian paths, creekside walks, and utility greenways.

3.8.4 Encourage design of development that contributes to continuous pedestrian pathways and pedestrian connectivity.

Public Facilities Policies and Strategies

6.1 Advocate the pursuit of academic excellence and the establishment of high standards for physical facilities in the local public schools.

6.1.3 Cooperate with the Hayward Unified School District to ensure that the impacts of new development are addressed and that appropriate mitigation measures are established.

- 6.1.4 Promote the concept of constructing new schools that contain the essential core functions and activities and provide flexible classroom facilities.
- 6.1.5 Support the construction of multi-story schools to maximize the efficiency of available acreage for playground and other open space.
- 6.1.6 Support quality design in the construction of new school facilities.
- 6.1.7 Encourage rehabilitation of selected school facilities to bring the quality and condition of facilities throughout the district to a uniformly acceptable standard.
- 6.1.8 Promote vibrant and viable neighborhoods to encourage community involvement and investment in the schools.
- 6.4 Seek to increase the number and availability of multipurpose facilities in order to provide a variety of community services, recreational activities, and cultural amenities that are accessible to and benefit a cross-section of the community.**
- 6.4.1 Recognize the role of schools as community centers.
- 6.4.2 Encourage incorporation of design features in new construction or rehabilitation of existing facilities that can accommodate potential community programs and activities.
- 6.4.3 Continue to work with HARD, the school districts, churches, and the private sector to expand joint use of facilities through cooperative agreements.
- 6.4.4 Continue to provide access to public facilities such as play fields, gymnasiums, and recreation centers for groups that meet recognized community needs.
- 6.5 Seek to increase the amount, diversity and quality of parks and recreational facilities and opportunities.**
- 6.5.3 Review minimum park size standards with HARD in order to accommodate the need for smaller parks in developed or underserved neighborhoods.
- 6.6.4 Encourage the creation and maintenance of neighborhood “miniparks” through partnerships with private, non-profit and business interests where it is not possible to achieve parks that meet HARD standards.
- 6.6 Enhance the aesthetic and recreational values of open space corridors within the urbanized area.**
- 6.6.5 Consider additional greenway linkages along fault corridors and in other areas to encourage walking and cycling and to provide improved access to activity centers.